

BARCODE

Concept: Young people who play sports with the goal of having a perfect body in the future, with low sugar intake.

Target: People 18-28 that plays sports

Insight: People who exercise regularly after a workout who craves a energy drink with the goal of a perfect body, but can still enjoy a healthy low sugar beverage.

Tagline: Line of Focus

Credit: Typography by Jiaxi, Art Works by Everett



NO SUGAR SLOWDOWN

"Conquer your day with confidence knowing that nothing can slow you down. Barcode empowers you to push past limits and reach your full potential without the sugar crash."



Line of Focus



THE LOW SUGAR HERO

“Say goodbye to sugar crashes and hello to sustained provides the perfect balance of energy and nutrition without the sugar rush.”

START

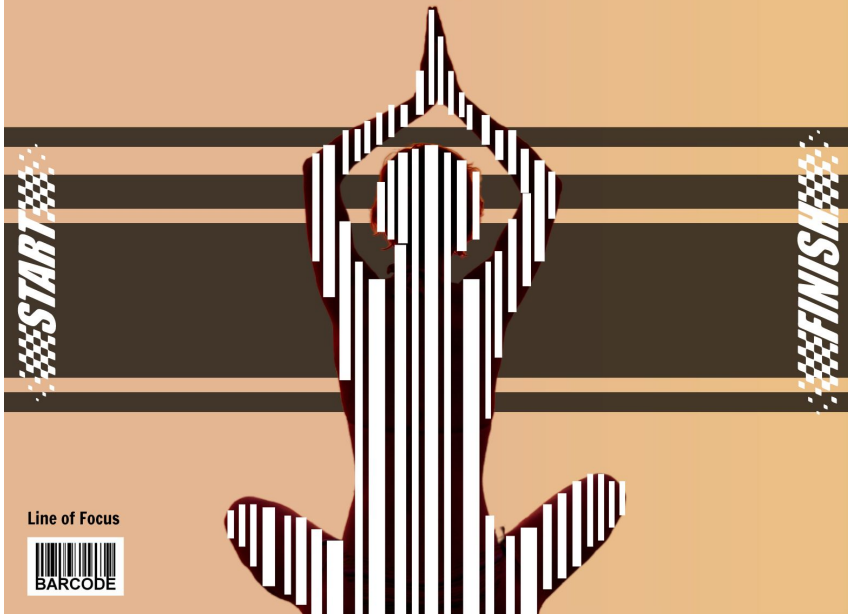
FINISH

Line of Focus



SOMETIMES LIFE WILL ENCOUNTER A LOT OF CHALLENGES GET READY

“Conquer your day with confidence knowing that nothing can slow you down. Barcode empowers you to push past limits and reach your full potential without the sugar crash.”



Line of Focus



BREATH AND RELEASE THE SUGAR

“Elevate your performance without the sugar overload designed to enhance mental clarity and boost stamina.”



START

FINISH

Line of Focus



FITNESS WATER CAN BE APPLIED TO EVERYONE



"It's important to
stay hydrated,
don't worry about
if you don't
exercise enough."

Line of Focus



WHEN THE DAY GETS HEAVY DON'T GIVE UP!

"Vitamins help your body reduce disease and
stay in top shape at all times."



START

Line of Focus



FINISH